

**CITY OF NEW RICHMOND  
ECONOMIC DEVELOPMENT COMMISSION  
MINUTES OF MONTHLY MEETING  
MAY 7, 2015**

Pursuant to due call and notice thereof, a regular meeting of the Board of Commissioners of the Economic Development Commission was called to order by Summer Seidenkranz at 7:48 a.m. on May 7, 2015.

Roll call was taken.

**Members Present:** John Soderberg, Mike Darrow, Susan Lockwood, Karl Skoglund, Summer Seidenkranz, Jim Zajkowski, and Chris Polfus

**Members Absent:** Judy Simon, Scott Jones, and John Walsh

**Others Present:** Beth Thompson, Bill Rubin, Rob Kreibich, Todd Loehr, Mark Mitchell, and Levi Wagner

Jim Zajkowski moved to adopt the agenda, seconded by Chris Polfus, and carried.

Jim Zajkowski moved to approve the minutes of the March 5, 2015 meeting, seconded by Susan Lockwood, and carried.

**Impact Fee Update:**

Beth Thompson gave an update on the impact fees and discussed the successful Developer's Meeting that was held on May 1st. The goal is to generate 100 new residential building permits in the next 18 months. Additionally, Beth set the next Marketing Committee meetings via email.

**Regional Business Fund:**

Levi Wagner gave an update on the City Loan Fund. The RBF is looking for letters of support to defederalize the fund, including one from the City Council. (See handout) Jim Zajkowski recommended asking the Council for a letter of support or resolution, seconded by John Soderberg, and carried.

**Committee Updates/What's Next:**

**Marketing/Site Visit Committee** – Members consist of Scott Jones, Jim Zajkowski and members from the previous year's committee; Susan Lockwood, Summer Seidenkranz and Judy Simon.

**Goal(s)** – To visit 36 businesses throughout the summer of 2015

To market our new Impact Fees and structure

**Plan to Accomplish Goal(s)** – *Site Visit Schedule* (Subject to change)

Thursday, May 14	1:00 – 3:00 p.m. (4 Businesses)
Thursday, May 28	9:00 – 11:00 a.m. (4 Businesses)
Thursday, June 11	1:00 – 3:00 p.m. (4 Businesses)
Wednesday, June 24	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 9	1:00 – 3:00 p.m. (4 Businesses)
Thursday, July 23	1:00 – 3:00 p.m. (4 Businesses)
Thursday, August 13	1:00 – 3:00 p.m. (4 Businesses)
Thursday, August 24	1:00 – 3:00 p.m. (4 Businesses)
Thursday, Sept. 10	1:00 – 3:00 p.m. (4 Businesses)

*(The City will make appointments with the businesses)*

### ***Marketing of Impact Fees***

Press releases

Business lunches

Meeting with developers

Talking with site selectors

*Timeframe:* Press releases within the month, lunches and meetings throughout the next several months

**Highway 64/65 Committee** – Members consist of Karl Skoglund, John Soderberg and John Walsh.

**Goal** – To have the City and DOT agree on a plan by mid to late summer.

#### **Plan to Accomplish Goal** –

City and EDC have created a Subcommittee

City has met with the DOT just last week to update them on our progress with the proposed plan

Set up a meeting with land owners to go over the proposed plan

After comments from the land owner staff will bring the proposal back to the City Council

**Downtown Plan Implementation Committee** – Members consist of Chris Polfus, Rob Kreibich and Jeremiah Wendt.

**Goal(s)** - Implement two action steps in the Downtown Plan

1 –Wayfinding for Parking

2 - Downtown Parklet

**Plan to Accomplish Goal(s)** – Staff has put together a proposal for new signage regarding wayfinding for parking. This proposal will be vetted through the Downtown Implementation Committee and the EDC, and then will be brought before the Council for approval. Timeframe for this goal will be fall of 2015.

The Downtown Parklet idea will need to be discussed through the committee, with downtown business owners, the DOT. Then we will need to have an implementation plan. The goal of this plan is to have a parklet approved by Fun Fest.

**Covenants Committee** – Members consist of Judy Simon, Summer Seidenkranz and Susan Lockwood.

**Goal** – Completion of Covenants Rewrite for all areas of the Business & Technical Park by June 30, 2016.

**Plan to Accomplish Goal** – Since the EDC and City have several large projects scheduled for this summer this committee will meet in late fall/winter of 2015 to start this process.

### **Business Updates:**

#### **Barley Johns Brewery**

Barley Johns Brewery is moving along very quickly. As this point, the tap room is nearly complete and the brew process equipment is being installed. The target date to start brewing is late June/early July.

#### **45<sup>th</sup> Parallel & Distillery**

45<sup>th</sup> Parallel is nearly complete – this portion of the addition should be completed and in operation by the middle of May.

### **Phillips Medisize**

Phillips Medisize has all side walls up and the roof is nearly closed up. The mechanical work will start very soon. Their target date for completion is sometime this fall.

### **Croft Apartments**

Croft Apartments got off to a bit of a late start, however they are moving along smoothly now. The first floor framing is wrapping up this week and all the walls are coming in as pre-assembled panels. Beth spoke with the Superintendent on the jobsite a week ago and he stated they would like to complete with this project by January 2016.

### **New and upcoming projects:**

#### **WH St. Croix Building Project**

There has been a signed Purchase Agreement with WH St. Croix for a new office complex behind the Maurices and Dollar Tree buildings. The City is hoping to close within the next two weeks and have the official groundbreaking within a month.

#### **Site Selector's Guild – FAM Tour**

Discussion was held on the FAM Tour. The cost for the FAM Tour is \$2,500. Jim Zajkowski made a motion to move ahead with the FAM Tour, at \$2,500.00, if the money comes out of TID #6, seconded by John Soderberg, and carried.

#### **St. Croix EDC – Bill Rubin**

- Update on St. Croix River Crossing and Paddleboat Tour for St. Croix County
- Press releases - Gigabyte Capacity in Industrial Parks
- March unemployment rate was 4.6%

#### **NRAEDC – John Soderberg:**

There is a perspective manufacturer interested in New Richmond. Would require a railroad track, 50,000 square feet and would employ 50-150 people.

#### **Chamber of Commerce – Rob Kreibich:**

- Ribbon cuttings and groundbreaking
- Monthly online update
- Business Woman of the Year – 30% increase in attendance

#### **Announcements /Communications:**

Discussion from Todd Loehr on his story from Wisconsin Lighting, LLC.

#### **Adjournment:**

Motion was made by Karl Skoglund to adjourn, seconded by Susan Lockwood, and carried. The meeting adjourned at 9:15 a.m.

Minutes by Beth Thompson/Kari Kraft

cc: Mayor Horne, Clerk and City Council